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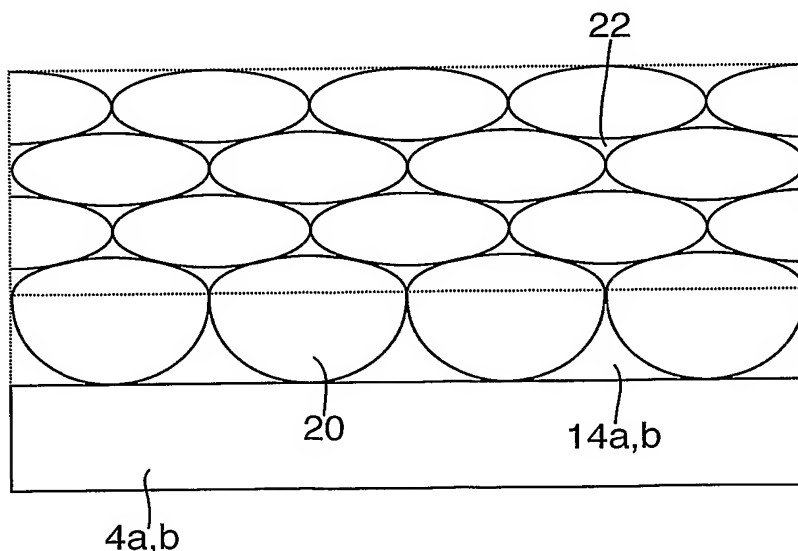
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(54) Title: PHORETIC CELL



(57) Abstract: A relief structure alignment layer (14a,b) comprising a relief structure surface (22) incorporating at least one iridescence (20), the at least one indentation (20) having an internal surface extending from the relief structure surface, wherein the relief structure alignment layer has a surface memory alignment layer arranged to impart a preferred I liquid crystal director alignment to a liquid-crystal material in contact therewith. A method for configuring a liquid crystal material within a cell having a relief structure alignment layer by applying at least one of an electric field and a magnetic field. A phoretic display comprising at least one relief structure alignment layer.

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